

### **REMARKS**

Favorable reconsideration of the application is respectfully requested in light of the amendments and remarks herein.

Upon entry of this amendment, claims 1-13, 15 and 17-24 will be pending. By this amendment, claims 1-8, 15, 17, and 20-24 have been amended. No new matter has been added.

#### **§101 Rejection of Claims 1-3**

In Section 3 of the Office Action, claims 1-3 stand rejected under 35 U.S.C. §101 as being directed to non-statutory and non-functional descriptive material. Claims 1-3 have been amended to address the rejection.

#### **§112 Rejection of Claims 1-3**

In Section 4 of the Office Action, claims 1-3 stand rejected under 35 U.S.C. §112, second paragraph as being indefinite. Claims 1-3 have been amended to address the rejection.

#### **§102 Rejection of Claims 1-7**

In Section 5 of the Office Action, claims 1-7 stand rejected under 35 U.S.C. §102(e) as being anticipated by Iwamura (U.S. Patent No. 6,807,285). Claims 1-7 have been amended to address the rejection.

In the Background section of the Specification, it was disclosed that “a so-called banner advertisement is known in which an address such as Uniform Resource Locator (URL) of a supply device for supplying a predetermined advertisement is mapped to an image showing a predetermined product, information and so on. ... The banner advertisement is implemented with

a button which is defined as a link to a predetermined URL in an HTML (Hyper-Text Markup Language) and an image file which is referred as an image mapped to the button. ... A user manipulates a Web browser to instruct (that is, click) a button defined as a banner advertisement so that linked information can be referred easily.” *Background of the Specification, page 2, lines 6-17 (emphasis added).*

“However, in the above-described banner advertisement, since an image file and an HTML file including information indicating a real linked location are stored as separate files, it can be done relatively easily to associate a linked location other than a linked location which is originally associated with the image file with the image file by properly defining a description of an HTML file referring the image file. Thus, the image file may be illegally used.” *Background of the Specification, page 3, line 21 to page 4, line 4 (emphasis added).* Thus, the Background highlights the problem that although the image and the related data are mapped or associated with each other, since the image file containing the image is physically separate from the related data, such as a link to the image data (e.g., a URL), the conventional configuration can lead to unauthorized/illegal redirecting of the image to another link/site.

To solve this problem, embodiments of the present invention include systems, methods, and programs for building an image file. For example, the structure of system claim 1, as presented herein, includes:

“*means for receiving* a displayable image and related data related to said displayable image;

*means for recording* said displayable image into said image file; and

*means for preventing* unauthorized redirecting from said displayable image by embedding said related data into said image file, which already includes said displayable image,

wherein said related data includes pointers to at least one item of

information enabling redirection from said displayable image to a site having said at least one item of information.”

(emphasis added)

In summary, the system of claim 1 includes means for receiving; means for recording the displayable image; and means for preventing unauthorized redirecting from the displayable image by embedding the related data into the image file, which already includes the displayable image, wherein the related data includes pointers to at least one item of information enabling redirection from the displayable image to a site having the at least one item of information.

By contrast, Iwamura discloses storing an image data (G) into an image file, and embedding a “digital watermark for protecting and managing the copyright of the original image data G.” *Iwamura, column 5, lines 44-46*. Accordingly, Iwamura fails to teach or suggest including means for receiving; means for recording the displayable image; and means for preventing unauthorized redirecting from the displayable image by embedding the related data into the image file, which already includes the displayable image, wherein the related data includes pointers to at least one item of information enabling redirection from the displayable image to a site having the at least one item of information.

Based on the foregoing discussion, claim 1 should be allowable over Iwamura. Furthermore, since independent claims 2-4 and 6 closely parallel, and include substantially similar limitations as recited in, independent claim 1, claims 2-4 and 6 should also be allowable over Iwamura. Since claims 5 and 7 depend from claims 1, 2, 3, or 4, claims 5 and 7 should also be allowable over Iwamura.

Accordingly, it is submitted that the rejection of claims 1-7 based upon 35 U.S.C. §102(e) has been overcome by the present remarks and withdrawal thereof is respectfully requested.

§ 103 Rejection of Claims 8-13, 15, 17, and 19-24

In Section 6 of the Office Action, claims 8-13, 15, 17, and 19-24 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Hoyle (U.S. Patent No. 6,141,010) and Iwamura.

Claim 8 has been amended to address the rejection.

Based on the foregoing discussion regarding claim 1 with respect to Iwamura, and since independent claim 8 closely parallel, and include substantially similar limitations as recited in, independent claim 1, claim 8 should also be allowable over Iwamura. Further, since claims 9-13, 15, 17, and 19-24 depend from one of claims 1 and 8, claims 9-13, 15, 17, and 19-24 should be allowable over Iwamura. It was stated in Section 6 of the Office Action that “Hoyle fails to explicitly teach preventing unauthorized redirecting of the image ...” Therefore, it is maintained that Iwamura and Hoyle, individually or in combination, fail to teach or suggest including means for receiving; means for recording the displayable image; and means for preventing unauthorized redirecting from the displayable image by embedding the related data into the image file, which already includes the displayable image, wherein the related data includes pointers to at least one item of information enabling redirection from the displayable image to a site having the at least one item of information.

Accordingly, it is submitted that the rejection of claims 8-13, 15, 17, and 19-24 based upon 35 U.S.C. §103(a) has been overcome by the present remarks and withdrawal thereof is respectfully requested.

§ 103 Rejection of Claim 18

In Section 7 of the Office Action, claim 18 stands rejected under 35 U.S.C. §103(a) as being unpatentable over Hoyle and Iwamura, as applied to claims 8 and 17, and Shaw *et al.* (U.S.

Patent No. 5,809,242; hereinafter referred to as "Shaw").

Based on the foregoing discussion regarding claims 8 and 17 with respect to Hoyle and Iwamura, and since claim 18 depends from claims 8 and 17, claim 18 should be allowable over Hoyle and Iwamura. Further, since Shaw was merely cited for teaching displaying view selection tabs for selecting one of views of a first managing area and a view of a second managing area in order to display selectively the managing area at a side of a table selected through input means, Hoyle, Iwamura, and Shaw, individually or in combination, fail to teach or suggest all the limitations of claim 18.

Accordingly, it is submitted that the rejection of claim 18 based upon 35 U.S.C. §103(a) has been overcome by the present remarks and withdrawal thereof is respectfully requested.

#### Conclusion

In view of the foregoing, entry of this amendment, and the allowance of this application with claims 1-13, 15 and 17-24 are respectfully solicited.

In regard to the claims amended herein and throughout the prosecution of this application, it is submitted that these claims, as originally presented, are patentably distinct over the prior art of record, and that these claims were in full compliance with the requirements of 35 U.S.C. §112. Changes that have been made to these claims were not made for the purpose of patentability within the meaning of 35 U.S.C. §§101, 102, 103 or 112. Rather, these changes were made simply for clarification and to round out the scope of protection to which Applicant is entitled.

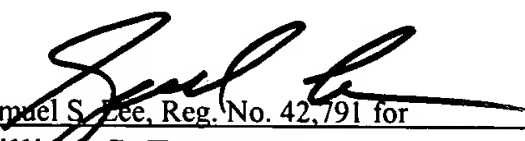
In the event that additional cooperation in this case may be helpful to complete its prosecution, the Examiner is cordially invited to contact Applicant's representative at the telephone number written below.

The Commissioner is hereby authorized to charge any insufficient fees or credit any overpayment associated with the above-identified application to Deposit Account 50-0320.

Respectfully submitted,

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